

ARMOR increases its presence in Africa

Six of the ten fastest growing countries in 2018 are in Africa. Ivory Coast is fourth on the list with growth of 7.2%¹. ARMOR has been seeking to make the most out of growth in Africa for a number of years now. Firstly with an industrial site in Morocco producing remanufactured printing consumables, followed in 2013 by the thermal transfer ribbon business with a plant in South Africa, where production has grown 10-fold in just 4 years. With annual revenue of €25m generated in Africa, the Group is now increasing its presence with new sites in Kenya and Ivory Coast. The key to our growth: quality of service and innovation.

A new industrial site in Kenya to grow the Thermal Transfer printing market for the printing of barcode labels

Based since 2013 in Johannesburg, ARMOR has successfully applied its industrial model of high-quality production and service to the South African market, while ensuring its local partners receive a fair price. In just 4 years the Thermal Transfer slitting plant has increased volume 10-fold, a clear demonstration of the high growth rate. *"We have been able to successfully penetrate the South African market with our standards of high quality. So we are now launching ARMOR East Africa in Nairobi, Kenya, in an extremely dynamic region of the continent"*, explains Andrew Fosbrook, Managing Director of ARMOR Africa. This new presence in Kenya will enable ARMOR to take advantage of the region's industrial dynamism, driven by the numerous new plants offshored from China. This market proximity enables us to be highly responsive and flexible in order to develop customer service of the highest quality.

Photovoltaic: a Business Developer in Ivory Coast

With the arrival in October of Adrien Ranchon, Business Developer of ARMOR ASCA®, in Abidjan (Ivory Coast), ARMOR is beginning a new deployment phase for sustainable organic photovoltaic solutions in Africa. The objective: to develop multiple applications for its ASCA® photovoltaic films by promoting access to electricity in the urban environment and in rural areas for isolated populations. *"We are seeking to identify projects that meet real needs by joining forces with local private and/or public sector partners"*, states Adrien Ranchon. Ivory Coast, Senegal, Ghana, Togo, Benin and Burkina Faso: West Africa represents significant growth potential for the innovative photovoltaic technology of ARMOR.

A committed and responsible industrial strategy

ARMOR bases its growth on co-industrialisation, a concept that consists of maintaining production in France while seeking out growth opportunities abroad in order to stimulate domestic employment. ARMOR's Thermal Transfer facilities in La Chevrolière (France) produce semi-finished products which are further processed at industrial slitting units located on all the world's continents, including Africa. The ASCA® photovoltaic films are also produced in France. This mode of development enables ARMOR to secure investment and employment at its French site.

The French company is also recognised for its approach based on social and environmental responsibility. In Morocco, the social and economic impact of the remanufactured printing consumables plant, ARMOR Industries, is underpinned by triple HSE, Quality and Environmental certification. ARMOR has also obtained the same certifications for its site in South Africa. *"The deployment of ARMOR in new territories within Africa is a perfect fit with the company's corporate project of establishing sustainable development on a continent particularly threatened by climate change"*, stresses Hubert de Boisredon, CEO of ARMOR.

¹ Sources: Quartz. World Bank.
<https://www.theatlantic.com/charts/BJOKD67VG>

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